

Celebrating Village Redevelopment

Success, History and Art



Housing & Neighborhood Services

Celebrating Village Redevelopment
Success, History and Art

The banner program (limited to the Village Area only) is intended to celebrate the Village, some of its history, and the arts. The Carlsbad Redevelopment Agency will financially sponsor a tribute to the success of redevelopment in the Village and recognized all of the current opportunities, such as dining, shopping, entertainment and the people who make it such a special place. The Cultural Arts Office will financially sponsor, in partnership with the Redevelopment Agency, banners to showcase outdoor art by local artists. Another segment of the program affords private parties the opportunity to financially sponsor banners to honor historical landmark buildings in the Village. Lastly, a program to honor our military heroes will be made available to Carlsbad residents to financially sponsor and celebrate those who have given all of themselves selflessly for the country.

Snapshots of Time



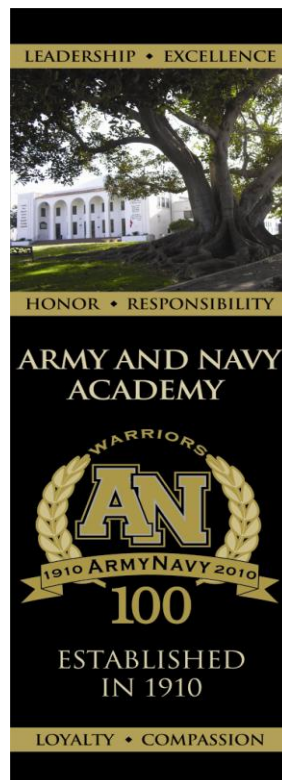
Housing & Neighborhood Services

SNAPSHOTS OF TIME

This unique banner program is designed to highlight and celebrate several landmark historical structures in Carlsbad Village in partnership with private sponsors. Through still photography, transposed on banners, historical buildings found throughout the Village can be showcased. The structures chosen to participate in this program represent buildings that have stood the test of time, in some cases experienced façade improvements and still stand today, financial and have the sponsorship of one or more banners by the current property owner and/or the other private organization. It is anticipated that these new banners will remain up for at least one (1) year. The eventual removal of the banners will be at the discretion of the City of Carlsbad or Carlsbad Redevelopment Agency. Examples of buildings that will be encouraged to participate include but are not limited to those listed below:

BUILDING	ADDRESS
Army and Navy Academy	2605 Carlsbad Boulevard
Alt Carlsbad	2802 Carlsbad Boulevard
Ocean House	300 Carlsbad Village Drive
Carlsbad Depot	400 Carlsbad Village Drive
Carlsbad by the Sea	2855 Carlsbad Boulevard

Sample Artwork:



Snapshots of Time

Associated Costs

Custom Banner \$163.80

Description: 30"x 96" customer banner with wind slits. Four color process digital banner printed on 13 oz. Industrial grade Matte finish vinyl sewn back to back for a total weight of 26 oz. Three year no-fade warranty.*

Banner Bracket \$110.00

Description: Windbreaker single set 30" w/ band-it.

Installation \$99.00

Description: Contracted crew to install, remove and store single banner.

Subtotal:	\$372.80
Tax (8.75%):	\$32.20
Freight:	\$0.00
<u>TOTAL:</u>	<u>\$405.00</u>

*Financial sponsor must provide a high resolution historical photo and/or current building photo for the banner. No advertisement other than the name of historical building shall be permitted on the banner. See sample artwork for example. Sponsor must provide payment for full cost of banner, including hardware and installation, at the time of application submittal.



Snapshots of Time

Banners Celebrating Carlsbad Village, Historical Buildings & Properties

Applicant Information

Applicant's Name: _____

Mailing Address: _____

Telephone Number: _____

Fax Number: _____

E-mail: _____ Web Site: _____

Custom Project Information

Site to be Celebrated: _____

Date Structure was Built: _____

Quantity: _____

Total Project Price*: _____

Attachments

Please enclose payment at the time of submittal.

*Total price includes purchase of banner, hardware, installation and removal.

RETURN COMPLETED APPLICATION

Please return completed application to:

City of Carlsbad, Housing & Neighborhood Services
c/o Courtney Enriquez
2965 Roosevelt Street, Ste. B
Carlsbad, CA 92008

Telephone Number: 760.434.2812
Fax Number: 760.720.2037
E-mail: Courtney.Enriquez@carlsbadca.gov

Salute to Our Military Heroes



Housing & Neighborhood Services

SALUTE TO OUR MILITARY HEROES

This banner program is designed to honor our local military heroes who reside in the City of Carlsbad or have an immediate family member who resides in Carlsbad. In order to qualify, the hero to be displayed must be a member of the United States Armed Forces, a resident of the City of Carlsbad or has an immediate family member who is sponsoring the banner and resides in Carlsbad (wife/husband, daughter/son, and granddaughter/grandson). This is an ongoing program; applications are accepted year round. Banners may be displayed for a minimum of one (1) year, before being retired and given to the hero or the celebrated hero's family.

Prior to final set up, a follow-up letter will be sent to the applicant notifying them of the banner installation.



Salute to Our Military Heroes

Associated Costs

Custom Banner* \$163.80

Description: 30"x 96" customer banner with wind slits. Four color process digital banner printed on 13 oz.
Industrial grade matte finish vinyl sewn back to back for a total weight of 26 oz.
Three year no-fade warranty.

Banner Bracket \$110.00

Description: Windbreaker single set 30" w/ band-it.

Installation \$99.00

Description: Contracted crew to install, remove and store single banner.

Subtotal:	\$372.80
Tax (8.75%):	\$32.20
Freight:	\$0.00
<u>TOTAL:</u>	<u>\$405.00</u>

*Financial sponsor must provide a high resolution photography of honoree, in full military uniform, for display on the banner. It is suggested that photography have a flag in the background of the photograph, with no additional people and or objects in the photograph. No advertisement shall be permitted on the banner. Sponsor must provide full payment for cost of banner, including hardware and installation, at the time of application submittal.



SALUTE TO OUR MILITARY HEROES

Banners Celebrating Military Heroes

Applicant Information

Applicant's Name: _____

Mailing Address: _____

Telephone Number: _____

Fax Number: _____

E-mail: _____

Custom Project Information

Hero's Name: _____

Branch of Service: _____

Quantity: _____

Total Project Price*: _____

★The spelling of the hero's name will be taken directly from the order form. Lettering of the name and official branch of service will be sized to fit the personalized area on the banner. Please e-mail a high resolution photograph of honoree in military uniform to Courtney.Enriquez@carlsbadca.gov. Individuals may also submit a hard photograph, once scanned the photograph will be returned to the submitted party.

Attachments

1. Verification of active duty status is required.
2. High resolution photograph.

Payment

Please enclose payment at the time of submittal.

*Total price includes purchase of banner, hardware, installation and removal.

RETURN COMPLETED APPLICATION

Please return completed application to:

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c/o Courtney Enriquez
2965 Roosevelt Street, Ste. B
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